Mr. K. Govinda Menon.—Yes.

Mr. K. J. Antony.—The answer is not given to the second part of (f).

Mr. K. Govinda Menon.—It was not brought to the notice of the Diwan.

President.—Was there any instance?

Mr. K. Govinda Menon.— There was an instance. It was not brought to the notice of the Diwan because it was not thought necessary.

Selection of papers for advertisement.

427. **Mr. T. A. Ramachandra Ayyar.**—Will the Government be pleased to state:—

the names of newspapers in Cochin and outside to which Government advertisements were given in 1103 and 1104 and what is the policy regulating the selection of papers for advertisement?

Mr. U. Kandar Menon.—A list is appended (*vide Appendix VII*). There is no definite policy regulating the selection of papers. It all depends on such considerations as circulation, subjects for advertisements, etc.

Mr. T. A. Ramachandra Ayyar.—The names of 6 papers are given. Am I to understand that these 6 papers have got more circulation than the rest?

Mr. U. Kandar Menon.—It does not necessarily follow. All these considerations apply. You cannot definitely say that these papers have got the largest circulation.

Mr. T. A. Ramachandra Ayyar.—What are the special reasons?

Mr. U. Kandar Menon.—They are given there. These papers satisfy these conditions.

Mr. T. A. Ramachandra Ayyar.— Do they advertise special subjects? What are the special features of these papers?

Mr. U. Kandar Menon.—It all depends upon the nature of the advertisement.

Mr. T. A. Ramachandra Ayyar.— Are advertisements sent to any particular papers?

Mr. U. Kandar Menon.—It would be difficult to advertise in particular papers. Without instances I am not in a position to say anything.

Departments and offices personally inspected by the Diwan.

428. **Mr. T. A. Ramachandra Ayyar.**—Will the Government be pleased to state the names of Departments and offices personally inspected by the Diwan in 1103 and 1104?

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APPENDIX VII.

(Vide answer to Question No. 427).

Newspapers in Cochin and outside to which Government advertisements were given in 1103 and 1104.

COCHIN.

The Cochinite.
,, Yogakshemam.
,, Sudarsanam
, Malayalam Desabhimani.
,, Satyanadam.
,, Sahodaran.

OUTSIDE.

The Hindu.
,, Madras Mail.
,, Times of India.
,, Malabar Herald.

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